

Kellogg's

R. M. KELLOGG CO.

Three Rivers, Michigan

Big **SALE** Catalog
10% **DISCOUNT**
on all orders from
this catalog

KELLOGG'S Dazzling Dozen EVERBLOOMING BUSH ROSES

Here is a round dozen of the finest everblooming bush Roses to be found. "Handsome is as handsome does," they say, and the fact that the varieties offered here have been favorites for many years proves that they do as well as they look. The plants are heavy, healthy, No. 1½ size bushes.

\$1.50 each; 3 for \$4.20; 6 for \$7.80; 12 for \$14.40

COUNTESS VANDAL. Brilliant pink lightened with salmon.

SOEUR THERESE. Flower is rich daffodil-yellow.

PICTURE. Velvety clear rose pink with undertones of salmon.

CONDESA DE SASTAGO. Golden yellow outside; copper-rose inside.

CRIMSON GLORY. Deep, vivid crimson shaded oxblood-red.

PINK RADIANCE. Carmine-rose with shades of opal copper.

RED RADIANCE. Large, globular flowers of clear red.

MRS. PIERRE S. DU PONT. Semi-double blooms of golden yellow.

EDITH NELLIE PERKINS. Coppery outside; salmon-pink inside.

K. A. VIKTORIA. Flowers of pure ivory white.

EDITOR MC FARLAND. Richly fragrant flowers of brilliant pink.

ETOILE DE HOLLANDE. Large, velvety crimson flowers. Fragrant.

COLLECTION NO. 50

1 each of the popular Roses listed on this page — one Dazzling Dozen for only

\$11.95
Postpaid

COLLECTION NO. 52

3 ROSES, 1 each of three different colors, not labeled, our choice of varieties.

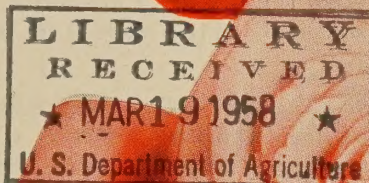
Reg. price \$4.20

\$2.95

COLLECTION NO. 51

1 each of 6 Roses on this page, all different colors, labeled, for only

\$6.49
Postpaid



The Newest and Finest **FLORIBUNDA ROSES** Varieties That Will Make Your Garden a Showplace!

FLORADORA. An unusual and attractive color — cinnabar-red. Globular buds open to very double, cupped flowers, carried in sprays of six to twelve. Especially pleasing in bouquets under artificial light, and in the garden the plant makes a very showy display. It grows 2½ to 3 feet tall and blooms all season. **\$1.50 each; 3 for \$3.90; 6 for \$7.80; 12 for \$15.60.**

FASHION. Plant Patent 789. Perhaps the most widely planted of all Floribundas. The bright coral-peach color is very gay and fresh-looking. The flowers are about 3 inches across, with broad, wavy petals. Very vigorous, bushy plant with good foliage, healthy and free in bloom. **\$2.00 each; 3 for \$5.25; 6 for \$10.50; 12 for \$21.00.**

MA PERKINS. Plant Patent 1143. Sparkling coral-shell-pink flowers, more fragrant than most Floribundas. Very dainty buds and soft-toned flowers with about 25 petals. Tall, bushy plants with very thick, dark foliage and plenty of bloom. Fine for group, hedge or specimen planting. **\$2.00 each; 3 for \$5.25; 6 for \$10.50; 12 for \$21.00.**

BETTY PRIOR. Plant Patent 340. One of the older Floribundas and one of the freest flowering. The 3-foot plants are a mass of bloom from early spring to frost and make a spectacular effect when used as a hedge. Large, spreading clusters of flowers that may remind you of red dogwood — only 5 petals, in a lively shade of carmine-pink. Extremely healthy, vigorous and hardy. **\$1.50 each; 3 for \$3.90; 6 for \$7.80; 12 for \$15.60.**

GOLDBLOCKS. Plant Patent 672. The best yellow Floribunda. Clusters of very pretty golden yellow buds and double flowers are produced in abundance from early summer to frost. Spreading, bushy plants about 2½ feet high, with small, disease-resistant foliage. Fine for any garden. **\$1.75 each; 3 for \$4.65; 6 for \$9.30; 12 for \$18.60.**



Fashion

MODERN *Climbing* ROSES

**FOR THOUSANDS OF BLOOMS
EVEN IN LIMITED SPACE!**

CLIMBING AMERICAN BEAUTY. Large, full, deep red blooms on long stems, turning to deep pink in strong sunshine. True old-fashioned Rose fragrance. Vigorous, hardy and healthy. Blooms freely in June. One of the most popular old standard red climbers. **\$1.50 each; 3 for \$3.90; 6 for \$7.80; 12 for \$15.60.**

CL. TALISMAN. The everblooming climbing form of the ever-popular standard Talisman Rose. Flame, gold and pink tones in a beautiful blend. Produces a succession of long-stemmed flowers for garden decoration and indoor bouquets. **\$1.50 each; 3 for \$3.90; 6 for \$7.80; 12 for \$15.60.**

CL. PEACE. Plant Patent 932. Glorious big blooms like those of the bush form — soft cream and yellow, edged and suffused pink. Long, fast-growing canes. **\$2.25 each; 3 for \$6.00; 6 for \$12.00; 12 for \$24.00.**

ALOHA. Plant Patent 948. A wonderful new climber that blooms in June and continues until frost. Deep rose-pink flowers, large as Hybrid Teas; very double. **\$2.50 each; 3 for \$6.60; 6 for \$13.20; 12 for \$26.40.**

BLAZE. Flowers are bright scarlet and bloom so abundantly, they make an unforgettable picture. It generally takes about two seasons for a plant to become established, then it blooms repeatedly all summer. **\$1.50 each; 3 for \$3.90; 6 for \$7.80; 12 for \$15.60.**

COLLECTION NO. 54

1 Each of 3 especially fine Climbing
Roses: Cl. American Beauty, Cl. Talis- **\$3.95**
man, and Blaze — for Postpaid

COLLECTION NO. 53

1 Each of the Floribunda
Roses listed above —
5 Plants for only

\$7.65

Postpaid

10%
DISCOUNT
on all orders
from this
catalog!



Blaze Climbing Rose

Create a Fairyland Garden with *MINIATURE ROSES*

These petite members of the Rose family are as dainty as can be. The plants never get higher than about 12 inches and the tiny flowers are only an inch across. Yet they are hardy and long lived and bloom all summer. They need good soil and drainage and a sunny location.

**All Miniature Roses, except where noted,
\$1.35 each; 3 or more, \$1.20 each, postpaid.**

TOM THUMB

Deep crimson buds grow lighter as the blooms open into well-formed, perfect tiny Roses, later disclosing a white eye in the heart of each flower. A delight to all who view them.

TINKER BELL

(Plant Pat. 1293) Very beautiful bright pink. Fully double blooms, up to 65 petals although only 1½ inches across. Excellent Rose form and attractive, rich green foliage.

BABY GOLD STAR

(Plant Pat. 407) True yellow, a bit larger than other miniatures. Fully double flowers. The only *true* yellow Miniature Rose. **\$1.65 each; 3 or more \$1.50 each, postpaid.**

SWEET FAIRY

(Plant Pat. 748) The first Miniature with a true Rose fragrance. Dainty, dark pink buds open to charming, very double, 1-inch blooms of appleblossom-pink. Long-lasting and very lovely.

ROULETTI

Vigorous, hardy and long lived. This variety produces exquisite double flowers of lively, bright pink, about 1½ inches in diameter. The plant is hardy and vigorous. Highly recommended.

These Miniature Roses grow well indoors and make ideal house plants as well as hardy garden Roses.

COLLECTION NO. 55

**1 each of all 5 Miniature Roses
on this page.**

A \$7.05 Value for only

\$5.95
Postpaid

Postpaid

Sweet Fairy Miniature Rose

ORDER BLANK

R. M. KELLOGG CO.

THREE RIVERS, MICHIGAN

Please do not ask us to ship C.O.D. The Post Office and Express Companies make an extra charge for this service, which makes your cost greater. Due to the high cost of shipping and packing, we ask you to include 50c for handling charges on each order. We will ship at your correct planting time unless otherwise instructed.

Name.

Street and Number.

Or R.F.D. No..

Post Office.

State

Town for Express.

[illegible]

Please Read These Ordering Instructions

Please use the above order blank for ordering your merchandise. If additional space is necessary, please use a plain sheet of paper and attach it to the order blank. Do not send currency unless by registered mail. Checks and Money Orders are acceptable. Due to the high cost of shipping and packing, we ask you to include 50c for handling charges on each order.

IMPORTANT: 10% DISCOUNT allowed on all items in this catalog. You may deduct 10% from total amount of your order.

We Pay Shipping Charges on All Items

• 3 •

Except Large Quantities of Strawberries as Noted on Pages 7 and 9.

WHY YOU SHOULD BUY FROM R. M. KELLOGG COMPANY

Because you can be sure of getting the very best nursery stock grown — AND FULL VALUE FOR YOUR DOLLAR.

We have been growing and selling only *first class* nursery stock for 88 years. Our nursery was founded in 1869 by R. M. Kellogg, whose name we are still proud to carry.

A Record of Which We Can Be Proud

Soon after its founding, R. M. Kellogg Company became the world's largest grower of Strawberry Plants, shipping all over the world. In 1915 Kellogg's introduced the *Premier*, which became the country's leading Strawberry. It is still a leading variety.

In 1935 the *first Azaleamum* (R) was introduced by Kellogg's and exhibited at the Chicago World's Fair. Since then, we have grown and shipped millions of these beautiful plants to every state in the nation and to countries all over the world. Azaleamums (R) are a registered trade marked plant, grown only by Kellogg's.

A very recent introduction is our new Darwin Hybrid Tulip "Kellogg's Glory," named for our company by one of the leading bulb growers in Lisse, Holland. It is a magnificent beauty, which we believe is destined to become one of the leading Tulips of our time.

Our newest and *latest introduction* is an outstanding new Strawberry plant named Kay-Ten. This outstanding Strawberry produces huge, beautiful, sweet, red fruit and bears abundantly in June on strong healthy plants. For description and prices please read page 7.

We, here at Kellogg's, are constantly striving to find and develop new and better varieties to offer our customers. Our trial grounds are full of new, exciting varieties which we hope to introduce in the near future. Be sure to watch for them in our catalogs.

**10%
DISCOUNT**

**Allowed
on all
ORDERS
from this
BIG SALE
CATALOG**

**In remitting for
your order, list
all items at
catalog price,
then DEDUCT
10% from
total amount of
your order.**

Our Guarantee

We shall ship only top quality bulbs, plants, shrubs, and trees and guarantee these to arrive in good planting condition and be true to name. If these plants fail to arrive in good condition, we must be notified within 10 days or we cannot replace them. If notification is made after the 10-day period, within a reasonable time, stock will be replaced at one-half the purchase price. In no case will we be liable for more than the original purchase price of the stock.

We are proud to display the "Shield of Quality" symbol of the National Mail Order Nurserymen's Association. Always buy where you see the Shield of Quality and you can be assured that you will receive fair and honest treatment from your mail order nurseryman.

Member of:

**NATIONAL MAIL ORDER NURSERYMAN'S ASSOCIATION
AMERICAN ASSOCIATION OF NURSERYMEN
MICHIGAN ASSOCIATION OF NURSERYMEN
ILLINOIS ASSOCIATION OF NURSERYMEN
NATIONAL ASSOCIATION OF PLANT PATENT OWNERS**



Create a Fairyland Garden with MINIATURE ROSES

The free-blooming Miniature Roses are ideal for flower arrangements, table decorations and corsages. In fact, they are so attractive for both garden and home, you should consider planting as many of them as you can possibly find space for. Write for special quotation on 25 or more.

**All Miniature Roses, except where noted,
\$1.35 each; 3 or more, \$1.20 each, postpaid.**

CINDERELLA

(Plant Pat. 1051) Creamy-white, sometimes tinged cameo-pink, especially in the center. It has about 50 velvety petals, arranged in the perfect form of a Hybrid Tea.

MIDGET

(Plant Pat. 466) Just as the name implies, this is a tiny bud — no larger than a grain of wheat, opening to a flower only $\frac{3}{4}$ -inch across. Bright pink to deep rose in color. Very lovely and slightly fragrant. Perfect in every detail.

PIXIE

(Plant Pat. 408) The world's smallest double white Rose. It shows pink shadings in cool weather. Fully double, with 40 or more tiny petals in each bloom.

RED IMP

(Plant Pat. 1032). Deep rich crimson, very double flowers with petals packed solidly to the center and opening very flat. One of the showiest Miniatures.

ROBIN

(Plant Pat. App. For) Rich deep red. Tiny cone-shaped buds unfold into flat, very double blooms, $1\frac{1}{4}$ inches across, with 60 to 70 little petals. **\$1.65 each; 3 or more, \$1.50 each, postpaid.**

COLLECTION NO. 56

**1 each of all 5 Miniature Roses on this page.
A \$7.05 value, for only**

\$5.95 Postpaid

COLLECTION NO. 57

**1 each of the 10 Miniature Roses
on pages 3 and 4. A \$14.10 Value for only**

\$11.49 Postpaid



Midget Miniature Rose

BONNIE BEGONIAS

IMPORTED DIRECT
FROM BELGIUM

Tuberous-rooted Begonias are ideal for the north side of the house and semi-shaded areas where other flowers will not succeed. The huge, camellia-type flowers make a terrific show. Start indoors in spring and transplant when all danger of frost has passed. We offer Begonias potted or flatted, ready to grow as soon as received. Your choice of three sizes and the following colors: Scarlet, Yellow, Copper, Rose, White, Salmon, Crimson and Orange.



Bonnie Begonia

Jumbo-Size tubers

1	\$.65
3	1.79
6	3.29
12	5.95

Large-size, 1 1/2 to 2-in. tubers

3	\$ 1.25
6	2.35
12	4.39
25	8.69
50	16.49
100	29.95

Medium-size, 1 1/4 to 1 1/2-in. tubers

3	\$ 1.00
6	1.85
12	3.49
25	6.75
50	12.50
100	22.95

COLLECTION NO. 58

Bonnie Begonia Collection: 2 each of the large-size tubers in all 8 colors listed plus 2 each of the new Begonias, yellow with red center and copper with rose. 20 Begonias in all, only **\$4.99** Postpaid

COLLECTION NO. 59

Bonnie Begonia Collection of large-size tubers, including 1 each of all 8 colors, plus 2 bicolors not listed and 2 each of the Carnation, Rosebud and Hanging Basket Begonias. 16 Tubers in all **\$6.59** Postpaid

CARNATION BEGONIA

One of the finest and most outstanding novelty Begonias, with a true carnation-type flower, 1 1/2 to 2 inches across. Use them generously to enliven dull, shaded spots in your garden. Mixed colors. Each 69c; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

ROSEBUD BEGONIA

Rosebud Begonias have long been popular with gardeners. The beautiful pastel colors and rosebud form are very striking. Be sure to order these novelties along with your other Begonias for a unique garden. Each 69c; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

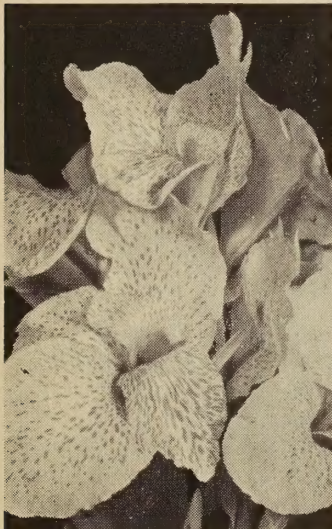
HANGING BASKET BEGONIA

Exquisite, colorful blooms make a bower of beauty in sunroom, porch or shaded wall of terrace or patio. Blooms profusely all summer. Drooping habit of growth makes it ideal for window boxes and rock garden, too. Each 69c; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

COLLECTION NO. 60

Bonnie Begonia Collection of medium-size tubers, including 1 each of all 8 colors, plus 1 each of the Carnation and Rosebud Begonias. 10 tubers in all, only

\$1.98 Postpaid



King Humbert Canna

CANNAS

Lovely new pastel tints of the Grand Opera Series Cannas.

AIDA. Rose, tinted salmon.

LA BOHEME. Rosy-peach.

LA TRAVIATA. Old-rose.

MME. BUTTERFLY. Soft yellow with overtones of pink.

Each 49c; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

Ambassador. Orange flowers with bronze foliage.

City of Portland. Pink.

Firebird. Dark red.

King Humbert. Large red flower with bronze foliage.

Richard Wallace. Yellow.

The President. Bright red.

3 for \$1.00; 6 for \$1.79; 12 for \$3.24, postpaid.

DAHLIAS

Commando. D. Very large, showy lavender.

Commodore. D. Rich lemon-yellow with golden sheen.

Glamour. D. Outstanding purple, edged amaranth-pink.

Margaret Woodrow Wilson. D. Creamy white, suffused pink.

Mrs. Thomas Edison. D. Rich, deep red flowers.

Ogden Reid. D. Finest of all pink Dahlias; huge.

Osa Helen. Cactus. Large, red. Finest novelty Dahlia.

Pride of California. D. Crimson red, darker center.

Ruffled Giant. D. Beautiful shade of carmine-red.

Each 49c; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.



Commodore Dahlia

Prize-Winning GLADIOLUS

AUREOLE. Beautiful yellow; broad, heavily ruffled petals with waxy sheen.

BLUE BEAUTY. Rich blue; overlaid violet blue on petal edges.

ELIZABETH THE QUEEN. Clean fresh mauve with reddish feather in the throat.

FRIENDSHIP. Ruffled; pinkest of pink.

MANSOER. Blood-red with blackish glow.

PACTOLUS. Apricot-cream with orange-red blotch on lower petals.

RED WING. Glossy light scarlet. Lightly ruffled. Tremendous spikes.

SHERWOOD. Purple with darker blotch.

SNOW PRINCESS. Clear white.

SPIC & SPAN. Fresh salmon-pink. Ruffled, well-placed buds.

SPOTLIGHT. Clear, medium yellow with small feathery blotch of scarlet.

VALERIA. Very popular soft scarlet. Early blooming. Good sized spike.

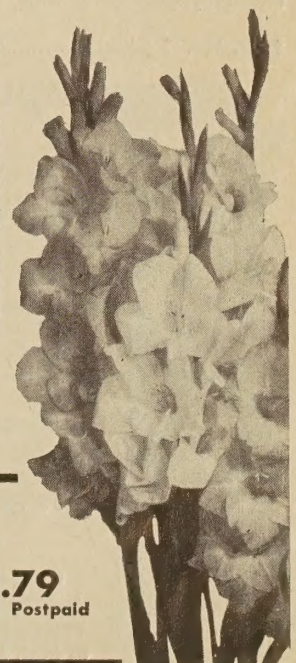
No. 1 size, 1 1/2 to 2 in.

5 of one variety.....	\$.59
10 of one variety.....	1.09
25 of one variety.....	2.49
50 of one variety.....	4.49
100 of one variety.....	7.95

No. 2 size, 1 1/4 to 1 1/2 in.

5 of one variety.....	\$.45
10 of one variety.....	.79
25 of one variety.....	1.69
50 of one variety.....	2.95
100 of one variety.....	4.95

10% DISCOUNT
on all orders
from this
catalog!



COLLECTION NO. 61

Rainbow Collection of Popular Priced Gladiolus

Includes all colors. No. 1 size bulbs, 100 for only **\$4.95** ppd.

COLLECTION NO. 62

Rainbow Collection of Assorted Gladiolus includes all colors. No. 2 size bulbs, 100 for only **\$3.98** Postpaid

COLLECTION NO. 63

Rainbow Collection of Assorted Gladiolus of the above varieties. No. 3 blooming size bulbs, 50 for only.....

\$1.79 Postpaid

Kellogg's GIANT BLUEBERRIES

FOR FLAVOR — SIZE — YIELD

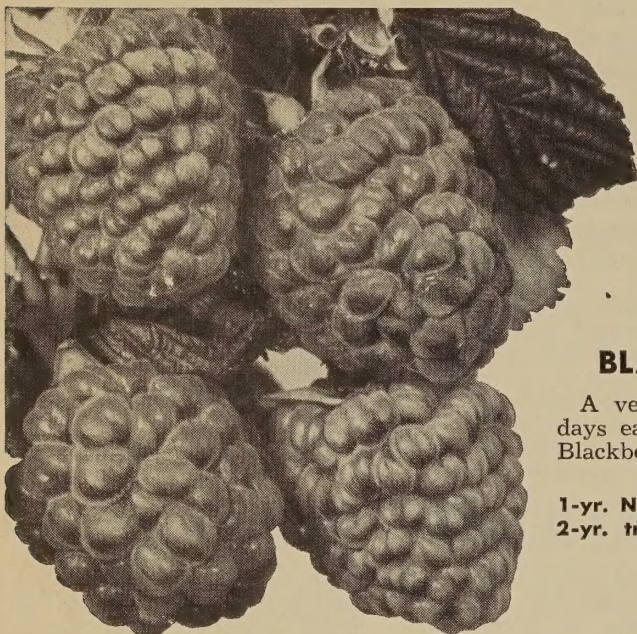
Blueberries are increasing in popularity each year because of their long fruiting season, starting in July. These plants require a very acid soil. They need a moderate supply of soil moisture and good drainage.

JERSEY. Large, very light blue berries of fine flavor. An upright, vigorous, hardy plant that needs moderate pruning. Bears a good crop late in the season.

RANCOCAS. Fruit of medium to large size on a slender, strong plant. Very heavy bearer in early summer. Requires heavy pruning.

RUBEL. Fine blue berries, medium to large in size. Upright, vigorous plant, bearing from midseason to late. Needs moderate pruning. A good producer.

3 for \$3.95; 6 for \$7.75; 12 for \$15.35; 24 for \$30.00; 36 for \$43.50
48 for \$55.00; 60 or more at \$1.10 each.



**10%
DISCOUNT**
on all orders
from this
catalog!



BLACKBERRY, Ebony King

A very heavy producer of sweet, large berries that ripen a week to ten days earlier than Eldorado. Ebony King is rapidly becoming the outstanding Blackberry of today.

	5	10	25	50	100
1-yr. No. 1 plants.....	\$2.39	\$4.19	\$9.89	\$15.59	\$28.95
2-yr. transplants	3.15	5.49	11.19	21.59	38.95

Leading Varieties of RED RASPBERRIES

INDIAN SUMMER. Everbearing. Large, thimble-shaped, rich red berries of delicious tart flavor. Thrifty grower.

LATHAM. Firm, bright red berries of good size. Keeps well. Bears a heavy crop. Midseason to late.

SUNRISE. Early and extra fine. Juicy, non-crumbling, fine-textured, bright red berries. Highly recommended.

Any of above 3 varieties	5	10	25	50	100	500
1-yr. No. 1 plants.....	\$1.39	\$2.49	\$5.49	\$9.49	\$15.95	\$64.95
2-yr. Bearing size	1.49	2.69	5.95	10.49	17.95	74.95

SEPTEMBER. Delicious red fruit in late June and July, and again in September. Hardy; very productive.

	5	10	25	50	100
1-yr. No. 1 plants.....	\$1.79	\$3.39	\$6.95	\$12.95	\$24.95

EARLY RED. Perfect for canning and freezing. Ten days earlier than Latham. Enormous crops. All-purpose berry.

	5	10	25	50	100
1-yr. No. 1 plants.....	\$1.69	\$3.29	\$7.95	\$15.45	\$29.95
2-yr. Bearing size.....	2.69	5.19	11.95	21.95	39.95

Heavy Producing BLACK RASPBERRIES

LOGAN. Good-sized, glossy black berries that do not crumble or dry up. Best early variety; rich flavor; uniform size.

MORRISON. A superior late variety. Exceptionally hardy and vigorous. Firm and juicy; brilliant black.

	5	10	25	50	100	500
1-yr. No. 1 plants.....	\$1.39	\$2.49	\$5.49	\$9.49	\$15.95	\$64.95

CUMBERLAND. Hardy, healthy and a heavy producer. Large firm, jet-black berries with delicious flavor. Very attractive appearance. Wonderful long-distance shipper.

	5	10	25	50	100	500
1-yr. No. 1 plants.....	\$1.39	\$2.49	\$5.49	\$9.49	\$15.95	\$64.95
2-yr. transplants	1.49	2.69	5.95	10.49	17.95	74.95

PURPLE RASPBERRY, Sodas

Giant, bright purple berries that do not crumble. Very attractive, firm and well flavored. Stands dry weather well.

	5	10	25	50	100
1-yr. No. 1 plants.....	\$1.29	\$2.39	\$3.89	\$6.89	\$12.95

MOUTH-WATERING VEGETABLES for COMMERCIAL and HOME USE

RHUBARB

An old-fashioned plant that is long lived and very easy to grow. The roots should be set 3 or 4 inches deep in rich soil. Pull the stalks in the spring when they are tender; they make delicious pie filling.

Chipman's Red. Stalks are red all the way through; delicious mild flavor, long and tender. Excellent for freezing. Each 75c; 2 for \$1.20; 3 for \$1.65; 4 for \$2.10; 6 for \$3.00; 12 for \$5.65.

Giant Victoria. Large, beautiful red stalks. Produced over a long period. 6 for \$1.50; 12 for \$2.55; 25 for \$4.65; 50 for \$8.85; 75 for \$13.05; 100 for \$17.25.



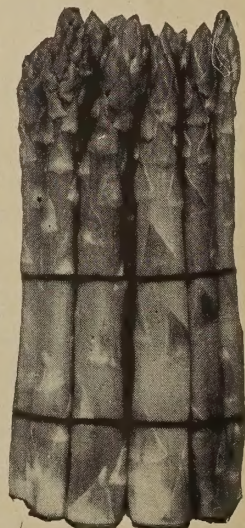
ASPARAGUS

MARTHA WASHINGTON. Tender, plump, juicy stalks; rich deep green color. Grows quickly and continues to bear for many seasons. An excellent commercial variety.

PARADISE. Nice extra-large tips, produced for many weeks. Tender, delicious. Very early, making this an outstanding variety for table and commercial use.

	25	50	100	500	1000
1 yr.	\$1.29	\$1.85	\$3.25	\$14.95	\$24.95
2 yr.	1.49	2.75	3.95	17.50	29.95

Commercial growers — write for special price on quantities of 3000 or more



Tangy HORSERADISH

Grated Horseradish made from the long, tapering roots adds a zest to fish and meat dishes. A perennial plant that will live for years. It grows best in rich rather moist soil where it will receive some shade. Set roots with small end down, 2 inches below surface of soil. Dig the roots as needed. Whole root, 6 for \$1.00; 12 for \$1.85.

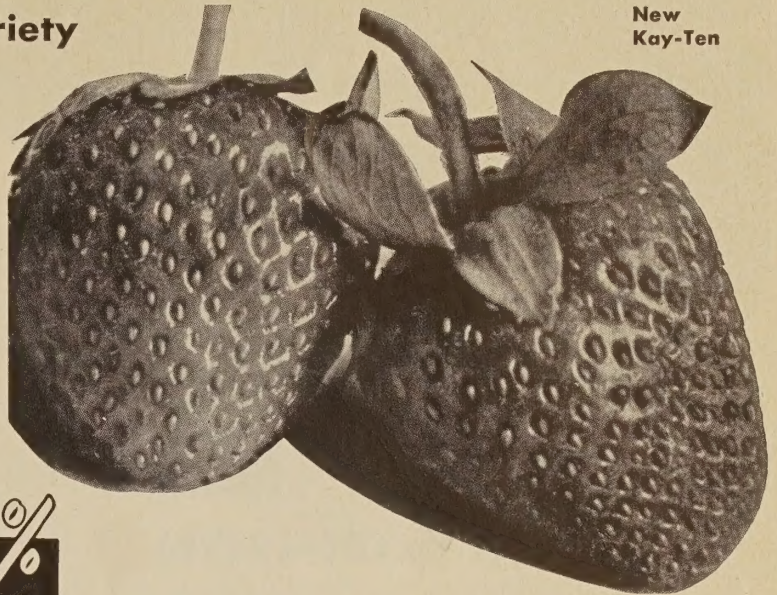
Introducing Kellogg's Sensational New **KAY-TEN STRAWBERRY**

An Extra Large JUNE-BEARING Variety

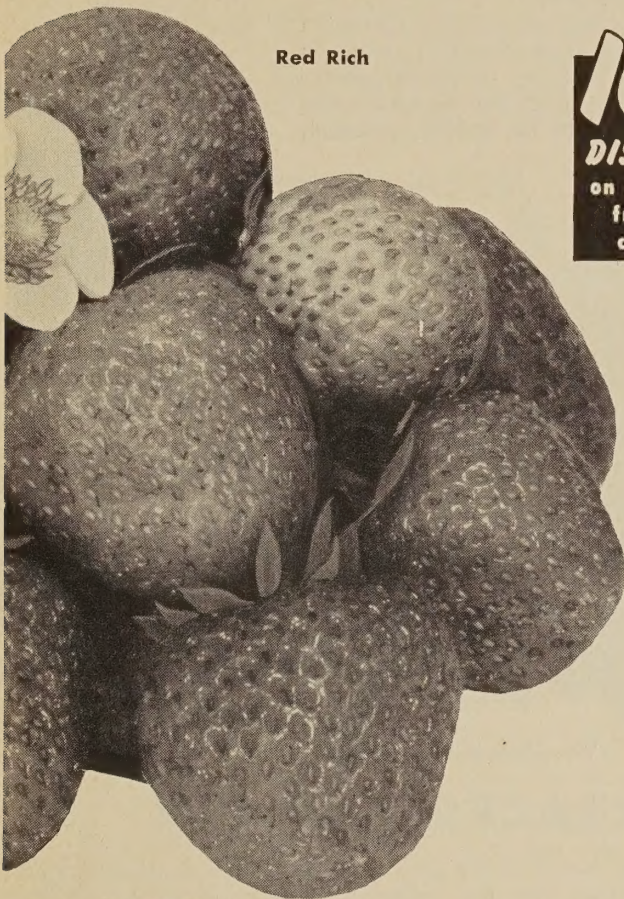
The new Kellogg Kay-Ten is a sugar-sweet Strawberry that is superb for table use. The extra large, bright shiny red berries are fully colored to the very center. They freeze well and thaw without loss of color, firmness, flavor or natural sugars.

The KAY-TEN was developed by Emil Prushek, chief breeder and plant hybridizer of R. M. Kellogg Company, one of the world's leading nurseries since 1869. Kay-Ten has been thoroughly tested over a three-year period. The large, vigorous plants are heavily rooted, have beautiful bright green leaves and bear heavily over a long period in midseason. In our opinion the Kay-Ten is the finest Strawberry available today. Be among the first to know its many delights.

100 Plants \$8.95, postpaid



**New
Kay-Ten**



Red Rich

10%
DISCOUNT
on all orders
from this
catalog!

The Finest Everbearer **New RED RICH**

Plant Pat. 993. Redder, sweeter, hardier, healthier and more productive than any other everbearing Strawberry! Red Rich has been a sensational success and has been called the greatest development in fifty years. It was produced after fifteen years of cross-breeding with Fairfax and Wayzata — one famous for flavor and the other for its everbearing qualities. The deep red color runs through the whole berry. It freezes well and thaws without loss of firmness, flavor or natural sugars. It keeps and ships well, too.

Try a Pyramid Garden Bed filled with 50 plants of Red Rich, and you will have a real treat.

**12 for \$2.95; 25 for \$5.25; 50 for \$8.50;
100 for \$15.00, postpaid**

KELLOGG'S
Genuine **PREMIER**

The BEST of Them All!

Kellogg's Premier is one of the best Strawberries ever grown! We introduced it in 1915, and since then it has spread like wildfire to every part of the world where Strawberries are grown. Now it is by far the largest selling variety. We produce and ship more Premier Strawberry plants than all other varieties combined.

Kellogg's Premier — The 11-Point Variety

- 1. Extra Early** — No worthwhile variety fruits earlier. High prices mean more profit.
- 2. Resists Frost** — Very essential with an early variety. Frost hardly touches Kellogg's Premier.
- 3. Fruits Long** — Nearly as late as most other varieties. Berries hold up well throughout the season.
- 4. Extra Large** — Size attracts attention, buyers; big profits.
- 5. Well Shaped** — See picture.
- 6. Solid** — One of the best market varieties; ships extra-well.
- 7. Healthy** — Seldom touched with disease. Foliage is tough, dark green, glistening and leathery.
- 8. Beautifully Colored** — Red clear through. Buyer's delight.
- 9. Best for Preserving and Freezing** — Retains shape and color.
- 10. Easy to Grow** — Withstands drought, excess moisture, does well under all conditions.
- 11. Delicious** — A fine table berry. Makes customers come back again and again, bringing profits for you.

**25 for \$1.55
50 for 2.40
100 for 3.85**
POSTPAID

**250 for \$ 7.95
500 for 11.95
1000 for 17.98**

CUSTOMER PAYS SHIPPING CHARGES



Premier



Virus-Free
Catskill

10%
DISCOUNT
on all orders
from this
catalog!

Virus-Free ROBINSON

A superb late Strawberry, ripening ten days to two weeks after Premier. Extra-large, bright shiny red berries, conical in shape and well colored to the very center. The flavor is honey-sweet. Quality and firmness are very good, making it a fine shipping variety. Bears heavily over a long period. A favorite with commercial growers and a great success on the market. Very hardy, healthy plants that do well in the North. Produces many plants for a good fruiting row; in fact, they often must be thinned somewhat for best results. A wonderful berry for canning and table use. A cross between Premier and Washington, this is one of the very largest berries. **25 for \$1.65; 50 for \$2.75; 100 for \$4.25; 250 for \$8.95; 500 for \$13.95; 1000 for \$22.95, postpaid.**

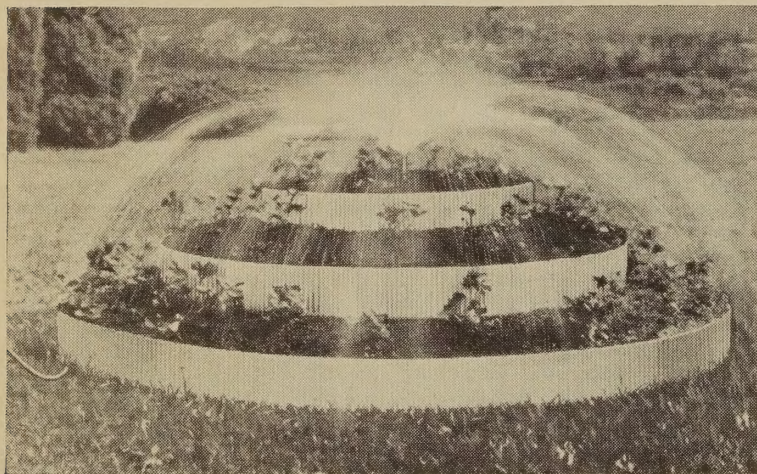
Virus-Free MARSHALL

One of the finest freezing Strawberries ever introduced. This plant produces an abundance of large, solid red Strawberries, ideal for home freezing purposes. Also the favorite among fruit growers producing Strawberries for market. This is a midseason variety that will yield the very acme of berry perfection. It sells itself. A vigorous grower with clean, healthy foliage. These plants are from foundation virus-free stock as furnished by the Michigan Agricultural Department and certified by them. These plants will guarantee you increased production by as much as 30 to 50 percent. **25 for \$1.75; 50 for \$2.95; 100 for \$4.95; 250 for \$9.95; 500 for \$15.95; 1000 for \$24.95, postpaid.**



Virus-Free Robinson

PYRAMID CIRCULAR TERRACED GARDEN



In one-third the space required by conventional garden methods you can enjoy a large yield of everbearing Strawberry plants, elevated pyramid fashion for quicker and bigger harvests. Easy to pick from; simple to care for. Plants set in April have large, delicious berries by August. The bottom aluminum ring is 6 feet in diameter (each band is 5 inches wide). Fill with rich soil, allow it to settle well and set it with Strawberry plants. The sprinkler illustrated is included as a standard part of the Pyramid, at no extra cost. One Pyramid Garden Bed requires 50 plants. **\$10.95, postpaid.**

COLLECTION NO. 64

**PYRAMID GARDEN BED AND SPRINKLER,
PLUS 50 RED RICH EVERBEARING PLANTS \$18.95**

For accessories see below

Postpaid

PYRAMID ACCESSORIES

• 8 •



SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support**\$3.95**



PLASTIC COVER

New type, weathers well. Acts as a cold-frame or greenhouse for early planting and frost protection. **\$6.95**



NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.**\$6.95**

Specialists in Growing and Shipping STRAWBERRY PLANTS *Since 1869*

JUNE BEARING

ARMORE

Large, firm, bright cherry-red fruit that keeps and ships well to distant markets. The strong, prolific plants bear over a long period and make a good fruiting row. The most distinctive feature is the uniform shape of the berries. Compares with Premier in quality. Superior handling and shipping qualities, and is more productive on old land than most varieties. Remains large size even for the last pickings. Recommended for areas where Premier is successful.

BLAKEMORE

The "Premier of the South." The best early shipping variety for that region; not recommended for growing north of Maryland or the Ohio Valley. The firm, bright red berries are medium to large when plants are not too thick in the bed. They ripen uniformly and can stand abuse in picking and shipping. The flavor is quite tart. Popular for commercial canners and packers. Very vigorous.

FAIRLAND

A very fine midseason to late variety that ripens a few days after Temple and continues over a long season. A robust grower with free production of new runners; resistant to red stele disease. Very heavy yielder, ranking with Premier and Catskill in this respect and especially recommended for northern states. Needs moist soil for best results. Bright red berries, almost as large as Temple; firm enough for shipping a moderate distance.

SENATOR DUNLAP

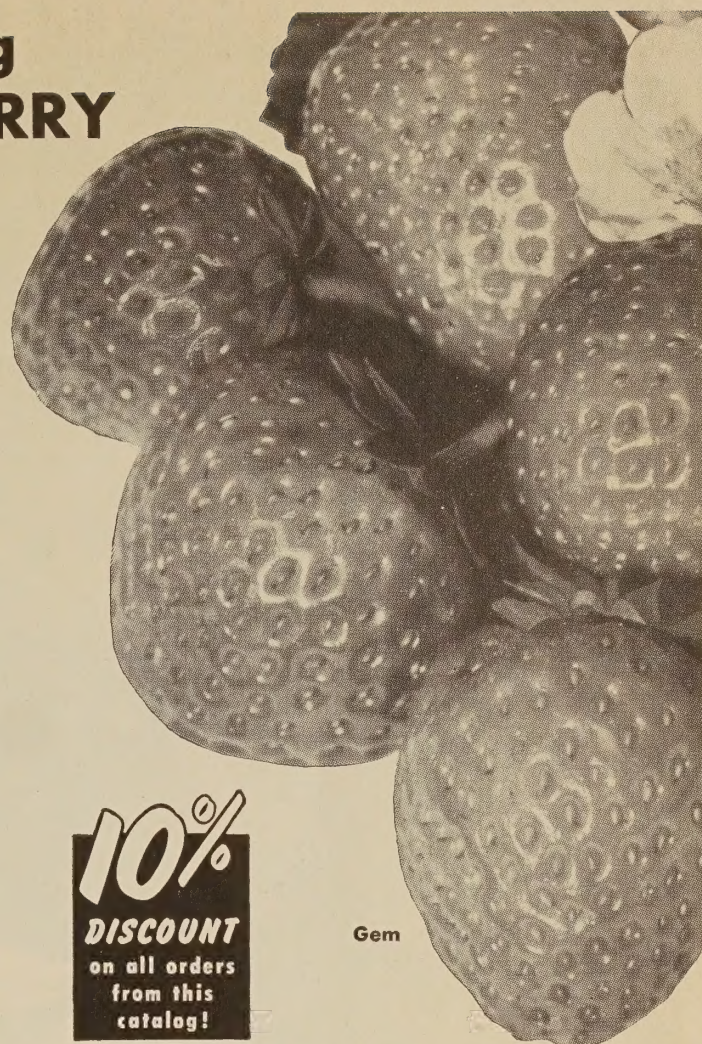
An older variety, grown in the middle and northern states for many years and especially appreciated in Maine, Iowa and Minnesota. A very strong, high-yielding plant; very hardy. Berries are of medium size, bright rich red color all the way through and of good quality. This is one of the best sorts for canning purposes. Sweet, delicious flavor. Best grown in narrow rows.

VERMILION

A new Strawberry, produced in Illinois, where leading fruit growers are especially enthusiastic about it. An early bearer with a harvest season that lasts about two weeks in early June. Well-formed, medium to large berries, smooth and very glossy. Attractive, dark red color; more aromatic than most varieties. A vigorous plant, resistant to red stele, leaf spot, leaf blight, etc. Very prolific.

SPARKLE

Sparkling, glossy red berries of good round form, of only medium size, but very freely produced. Bright rich red, becoming darker. The berries are smaller on very thick beds and in dry seasons. When grown as far south as Maryland the berries are rather soft, but farther north Sparkle has proved to be topnotch. Quality is excellent, though not quite so good as Fairfax. It has a very long, late ripening period. Rates high as a freezing variety. Almost immune to red stele disease. Very vigorous and productive.



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DISCOUNT
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from this
catalog!

Gem

EVERBEARING GEM

The standard everbearer, which has yielded good returns for a number of years. The berries are large in size, of light red color and firm enough to stand shipment to distant markets. Delicious, somewhat tart flavor. Healthy, vigorous, productive plants. A money-maker. Also excellent for home gardens.

STREAMLINER

Gives big, profitable crops in six months or less. Large, attractive berries are borne in spring as well as fall; by September it fruits so heavily, it is sure to be a profit-maker. The berries are well colored to the center and so sweet, they require little sugar; wonderful fresh, canned or frozen.

SUPERFECTION

An exceptionally large, round berry, red to the center; very pleasing flavor. Excellent for canning, preserves and jams; also for eating fresh and freezing. One of the best everbearers. Bears through summer and fall, until cold weather. A vigorous grower, producing new plants freely. Excellent shipper.

NEW HARDY EVERMORE

One of the finest everbearing Strawberry plants produced, particularly for the upper midwest and north. In productivity it is the equal of any other everbearer. Produces plenty of runners and is vigorous and healthy. Firm, dark, nice-looking berries of good quality. Does not spoil in hot weather. Ships well. Excellent marketing berry.

JUNE BEARING PRICES

25 for \$1.55	250 for \$ 6.95
50 for \$2.35	500 for \$10.95
100 for \$3.65	1000 for \$16.95
POSTPAID	CUSTOMER PAYS SHIPPING CHARGES

EVERBEARING PRICES

25 for \$2.10	250 for \$11.25
50 for \$3.15	500 for \$18.75
100 for \$5.25	1000 for \$29.95
POSTPAID	CUSTOMER PAYS SHIPPING CHARGES

Leo Schlageter



Highest Quality HARDY PHLOX

- VASTLY IMPROVED
- EXTREMELY HARDY
- GUARANTEED TO BLOOM

EVA FOERSTER. Brilliant salmon-pink with white eye—a delectable color with eye-catching appeal. A compact, erect growing plant. Excellent in the border and for cutting.

LILLIAN. Large florets of very pale salmon, pure and lovely. Grows to medium height. A prolific bloomer. Good clean foliage. Vigorous growing plant.

CHIEFTAIN. Large, deep crimson flowers carried in huge, well-formed trusses. Strong growing and early blooming. A real asset in any garden.

FLASH. One of the very best reds. Well-shaped flower heads composed of large florets. Excellent growing habit and good clean foliage. For a truly effective display, plant in combination with all-white Mary Louise Phlox.

POLKA DOT. White with red eye—a compelling color combination. Well-shaped heads of large florets. Good strong stems. A sturdy, vigorous plant.

BRIGHT EYES. Florets are extraordinarily large, possibly the largest of any Phlox. The color is bright red with a dark eye. Conspicuous for its size and brilliant color; it makes a fine show in the garden.

LEO SCHLAGETER. Brilliant scarlet blooms that seem to glow with fire. Of splendid habit, growing 3 feet tall and blooming early. Fine rich head of bloom. The best red Phlox grown and one that should be in every Phlox planting.

STARLIGHT. Rich violet color with a distinct white star in the center. Clean healthy foliage. The flowers are long lasting and it blooms over a long period.

CAROLINE VANDENBERG. True lavender-blue without any magenta shades. A rugged grower, of medium height and a free bloomer. Rich green foliage.

DAILY SKETCH. Extra-large trusses and large individual florets. Light salmon-pink with crimson-rose eye. Makes a magnificent showing in the garden. Very rugged in growth; about 3½ feet tall.

AETNA. Tall grower, producing large flower heads of deep scarlet. Individual flowers are large and are carried in good-sized trusses. Rugged, and free blooming.

MARY LOUISE. Pure white heads of unusually large size. The individual flowers are twice the size of other Phlox. Clean foliage and a prolific bloomer. Medium height. A very popular Phlox with most gardeners.

BORDER GEM. Large trusses of brilliant deep purple. A very compact grower with large individual florets that are long lasting. Tall and erect growing. A splendid variety for the border and cutting.

60c each; 3 of one variety for \$1.65;

6 of one variety for \$2.95, postpaid.

BLUETTE. Rich, light purple florets are large and form compact, immense, well-formed trusses. Blooms over a long period and the flowers are long lasting, making this an outstanding variety in the garden and for cutting.

PINKETTE. The large florets are soft, delicate pink and very lovely. The flowers heads are very large and compact. Considered one of the loveliest of all Phlox.

PURPLE HEART. The color is a brilliant shade of deep blue-purple, intensified by a darker center and given sparkle by the dainty cream-colored anthers. Individual flowers are large and are carried in good-sized trusses.

SALMON GLOW. Lively flame-pink with salmon shades, softened with lilac and white tints at the center, giving the effect of rich salmon color. Tall, straight stems. Very free blooming.

SAN ANTONIO. Immense heads of deep, non-fading blood-red. Produces compact, well-formed trusses on strong stems. Grows 2½ to 3 feet tall. Unusually prolific in bloom. This is an outstanding Phlox from every standpoint.

SIR JOHN FALSTAFF. A giant among Phlox — produces massive flower trusses on a robust plant, 24 to 36 inches tall. The color is a rich luminous salmon-pink. Makes a splendid showing in the border.

WORLD PEACE. Pure white flowers of unusually large size. Without doubt one of the best white Phlox. A good grower with clean foliage. Very free flowering. It combines beautifully with all colors and should be planted in quantities to achieve varied effects.

60c each; 3 of one variety for \$1.65;

6 of one variety for \$2.95, postpaid.

COLLECTION NO. 65

1 each of the 20 PHLOX listed on this page. 20 PLANTS for only

\$7.95
Postpaid

• 10 •

10%
DISCOUNT
on all orders
from this
catalog!

COLLECTION NO. 66

5 PHLOX — Our choice of Varieties. For only

\$2.39
Postpaid

KELLOGG'S GIANT PACIFIC HYBRID

DELPHINIUM

THE KING OF ALL PERENNIALS

The glorious Delphinium dominates the summer garden. Because of its height (to about 4 feet), it needs to be planted as a background for the perennial border. Plants should be set at least 1½ to 2 feet apart to allow good air circulation; give them water during extra-dry spells.

The Pacific Hybrid Strain produces perfect spikes of tightly set florets, ideal for cutting, which are non-shattering and mildew-resistant. Colors range from white to blue, pink and lavender; some have white bees and others black. Plants set out in the spring will have some flowers by September and will bloom heavily the next June. Our plants are grown from some of the finest hybrid seed obtainable.

PACIFIC HYBRIDS

ASTOLAT SERIES. Tints of blush-pink, rose and lilac with fawn and black bees.

BLACK KNIGHT SERIES. Deep midnight-violet, the darkest of all.

BLUEBIRD SERIES. Clear medium blue with white bee. Extra-tall spikes.

BLUE JAY SERIES. Medium to dark blue with black bee. Very beautiful.

CAMELIARD SERIES. Pure lavender self with white bee. Combines well with other colors.

GALAHAD SERIES. Giant white flowers with white bee. Very tall spike.

GUINEVERE SERIES. Light pink-lavender with white bee. Very large individual flowers.

KING ARTHUR SERIES. Brilliant royal purple of velvety texture, with large white bee.

SUMMER SKIES SERIES. Clear light blue with white bee.

ROUND TABLE SERIES. Excellent Pacific Hybrid mixture.

3 of one variety for \$1.35; 6 for \$2.39; 12 for \$4.39, postpaid.

BELLAMOSUM

Rich dark blue spikes of bloom are produced in June. Grows 3 to 4 feet tall. Excellent for cutting. One of the loveliest of early blue flowers. Very compact, graceful spikes.

BELLADONNA

Beautiful sky-blue flowers with white center. Slender, loose, much-branched spikes. Grows 3 feet tall. Blooms freely in June. A great favorite for cutting.

WREXHAM

(Hollyhock Delphinium) Very long, tapering, spire-like spikes. Rich and varied tints. Blooms over a long period.

PRICES

3 of one variety.....	\$ 1.00
6 of one variety.....	1.79
12 of one variety.....	3.24
25 of one variety.....	5.95
50 of one variety.....	9.95
100 of one variety.....	18.95

COLLECTION NO. 67

1 each of the 9 Pacific Hybrid Delphiniums listed above, plus 1 Wrexham Delphinium. 10 Plants in all for only — **\$3.95** Postpaid

COLLECTION NO. 68

1 each of the 9 Pacific Hybrid Delphiniums, 1 Wrexham, 5 Bellamosum and 5 Belladonna. 20 Plants in all for only — **\$5.49** Postpaid

**10%
DISCOUNT**
on all orders
from this
catalog!



COLLECTION NO. 69

1 each of the 4 Hardy Asters listed on this page, plus five No. 2 Gladiolus bulbs. A \$2.55 value for only **\$1.95** Postpaid

Choice HARDY PERENNIALS

SHASTA DAISIES

ALASKA. Very beautiful, large white flowers. Fine for massing in the garden and for cutting. Grows 2 feet tall and blooms from July to fall. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59.

ESTHER READ. Very double, pure white flower, flat topped and symmetrical. Petals in close layers with crested center. Blooms June to Sept. 69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59.

HORACE READ. Big, double, frosty white flowers, lasting almost 6 weeks. Stout 18-24 in. stems. Healthy and free-flowering. A gem for cutting. \$1.00 each; 3 for \$2.75.

MOONLIGHT. A lovely new variety. Pure white outer petals frame a center tightly packed with petals tipped gold. Strong stems for cutting. \$1.00 each; 3 for \$2.75.

ASTERS

These modern beauties bring rich color into the garden until late in the autumn. They are very hardy, healthy and can be relied on for a pleasing display, no matter what the weather, so long as they get plenty of moisture. The bushy, free-flowering plants are good for filling in the empty spots left by early-blooming perennials such as poppies and iris. The blooms are perfect for cutting.

ARCHBISHOP. Light blue flowers. Grows 2 feet tall. A free bloomer.

BEECHWOOD CHALLENGER. Brilliant crimson-red flowers. Height 3½ feet.

PROSPERITY. Beautiful delicate pink. Blooms profusely. Grows 2 feet tall.

THE SEXTON. Flowers dark blue. Grows about 2 feet tall.

69c each; 3 for \$1.89; 6 for \$3.59; 12 for \$6.59, postpaid.

HARDY CARNATIONS

Their delightful spicy fragrance, more than anything else, has endeared Carnations to garden lovers for generations. These hardy garden varieties come in many pleasing colors. Grow to a height of 15 to 18 inches. They are indispensable for cutting. Red, pink, white, yellow and maroon, or deep red. 49c each; 3 for \$1.29; 6 for \$2.39; 12 for \$4.39, postpaid.

ASTILBE

GLADSTONE. Best white variety. Large, full, graceful spikes. Grows 18" tall. Blooms in June and July.

PEACH BLOSSOM. Delightful shade of peach-blossom pink. Panicles 8 to 10 inches long. Blooms in June and July.

QUEEN ALEXANDRIA. Somewhat darker in color than Peach Blossom. Very hardy. Grows 24 to 30 inches tall.

69c each; 3 for \$1.89; 6 for \$3.59 12 for \$6.59, postpaid.

PHLOX SUBULATA

In wall and rock gardens Moss Phlox makes a wonderful splash of color in April and May. It blooms when the spring bulbs are putting on their show. The foliage forms a solid mat of growth about 6 inches high, which stays green all year. **Pink, White, Blue. 3 for \$1.29; 6 for \$2.39; 12 for \$3.95, postpaid.**

SHRUBS to Beautify Your Home and Last for Years



Forsythia

FORSYTHIA *Spectabilis*

The long wands of bright yellow blooms appear before the leaves come out. A vigorous plant, growing 8 to 10 feet tall. Very hardy and easy to grow. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

DEUTZIA

(Pride of Rochester)

Bears large clusters of double white blooms on sturdy stems. Certainly you need this beautiful shrub in your garden. Blooms in midsummer. Requires sun or partial shade. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

MOCK ORANGE

(Minnesota Snowflake)

Plant Pat. 538. Hardy in the northern states; adapted to sandy clay or part peat soils, in sun or partial shade. Fully double, pure white flowers, freely produced. Sweet scented. Sturdy, rapid grower; 8 to 10 ft. \$1.69 each; 3 for \$4.89; 6 for \$9.49; 12 for \$17.95.

HYPERICUM

(Golden St. Johnswort)

A very showy shrub with large, golden yellow flowers in late summer on stiff, dense stems; bluish foliage. Does well in almost any soil, in sun or part shade. 2-3 ft. size, \$1.69 each; 3 for \$4.89; 6 for \$9.49; 12 for \$17.95.

BITTERSWEET

(Celastrus scandens)

Very sturdy, fast growing vine. Given a strong support, it will grow as high as the eaves of a house. Green glossy leaves turn bright yellow in fall. Big, showy clusters of crimson berries with orange-yellow coat. Popular for indoor winter bouquets. \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

PUSSY WILLOW

Pussy Willows make tall shrubs, excellent for screening or background. Silver-pink catkins, 1 to 2 inches long appear in earliest spring. The branches can be cut in January or February and placed in water for earlier bloom. 2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

All Items in This Catalog are Postpaid except where noted.

TAMARIX, *Summer Glow*

Graceful, bright wine-red flowers that give a misty effect, set off by feathery, light green foliage. Blooms profusely all through summer. Both flowers and foliage are excellent for cutting. Grows best in sun or partial shade. 24 to 30-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

SWEET SHRUB

Large, brownish flowers which are extremely fragrant. Reaches about 8 feet in height and blooms in early summer. A dense, hardy bush with glossy foliage, which does well in any garden soil. Thrives best in sun or partial shade. 12 to 18-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

Japanese TREE LILAC

(*Syringa japonica*)

The beautiful tree form of Lilac. Bears a profusion of creamy white flowers in long panicles during June and July. An upright growing tree, 12 to 15 feet in height. Hardy. \$1.98 each; 2 for \$3.69.

BEAUTY BUSH

(*Kolkwitzia amabilis*)

A glorious, fountain-shaped plant covered with delicate pink, fragrant flowers in late spring and summer. Branches gracefully arched. Rapid grower; height 8 to 10 feet tall. 18 to 24-in. size, \$1.69 each; 3 for \$4.89; 6 for \$9.49; 12 for \$17.95.

FLOWERING QUINCE

(*Cydonia japonica*)

Grows 5 to 6 feet tall, producing brilliant red flowers that cover the spiny branches in very early spring. Bears small, greenish yellow fruits. Grows in sun or part shade. 15 to 18-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.

ALTHEA (*Rose of Sharon*)

Very decorative in shrub border or as a specimen; grows 6 to 12 feet tall. Blooms from midsummer to fall. Rapid growing. Red, pink, white and blue. 18 to 24-in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.



Tamarix



Sweet Shrub

**10%
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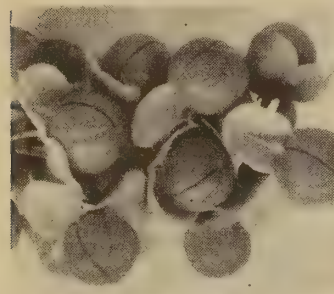
Deutzia



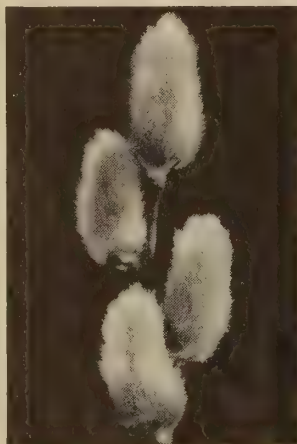
Mock Orange



Hypericum



• 12 • Bittersweet



Pussy Willow



Althea

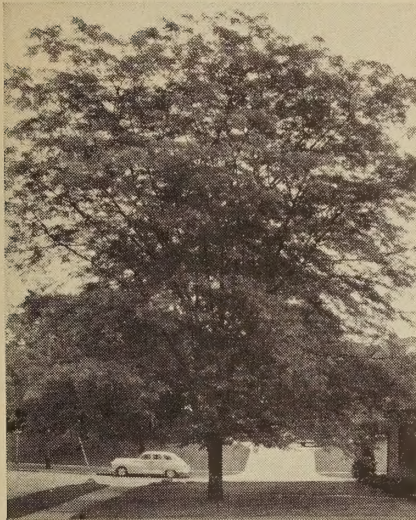


Beauty Bush



Flowering Quince

The Finest and Most Colorful ORNAMENTAL SHRUBS and SHADE TREES



Moraine Locust

MORaine LOCUST

Plant Pat. 836. A new, rapid growing shade tree. Hardy, drought resistant and easily grown in any soil. Does not produce unsightly seed pods and is long-lived. A beautifully shaped tree, similar in appearance to American Elm. Finely cut foliage is dense enough to provide good shade, yet filter enough sunlight through to promote good lawn growth. Excellent street tree and for the average lawn, where quick results are desired. **5 to 6-ft. size, \$5.95 each; 2 for \$11.60; 3 for \$16.95.**

SMOKE-TREE (Rhus Cotinus)

Large, loose panicles of flowers with spreading hairs that give a smoky effect. A bushy shrub blooming in early summer. Reaches a height of about 15 feet. Fine for lawn specimen or shrub border. In fall the foliage turns red, yellow and brown. **2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29.**



Redbud

**10%
DISCOUNT**
on all orders
from this
catalog!

FLOWERING PEACH

Very pretty as a specimen tree or planted among shrubs. The very double flowers are like little rosettes set along the branches in early spring. The small tree is hardy over most of the country and is rarely bothered by disease or insects. It grows easily in almost any soil.

In full bloom, the heavily laden branches are exquisite in spring bouquets and for floral decorations. Pruning or cutting is highly beneficial to growth. Colors: Red, Pink, White. (Please state color wanted.) **4 to 5-ft. size, \$1.69 each; 3 of one color for \$4.89; 6 for \$9.49.**



Smoke-Tree

REDBUD

A fine ornamental tree, also known as Judas tree. In early spring it is covered with hundreds of tiny lavender-pink flowers. Grows to a height of about 30 feet; very graceful and decorative in all seasons. **2 to 3-ft. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29.**



Flowering Peach

COLLECTION NO. 70

**1 Red, 1 Pink and
1 White Flowering
Peach, for only \$4.49**
Postpaid



Flowering Almond

FLOWERING ALMOND

A graceful shrub, growing 4 to 6 feet tall and forming a compact, somewhat rounded bush. Bears a profusion of tiny pink, double flowers in early spring, just as the leaves begin to appear. Hardy in all sections of the country. Easy to grow; thrives in full sun or partial shade.

The flowering shrubs have many uses in the landscape plan. They make a beautiful lawn specimen and can be equally effective when used in the foundation planting or color accent, or among other plants in the shrub border. Branches may be cut during the blooming period and immediately after; do not prune in the fall. **18-24 in. size, \$1.29 each; 3 for \$3.69; 6 for \$7.29; 12 for \$13.95.**



• 13 • Crimson King Maple

CRIMSON KING MAPLE

Plant Pat. 736. One of the most spectacular of the ornamental trees. The brilliantly colored foliage is a deep purple red in spring and this rich coloring is retained all through summer and fall. It provides an interesting contrast to the green of other trees and shrubs.

Crimson King is a sport of the well-known Norway Maple. It is rapid-growing and perfectly hardy; does well in all locations. An excellent tree for city planting; it is not harmed by smoke, dust or gases. A superb tree for driveways, tree lawns and single specimens. Mature height about 60 feet. **6 to 7-ft. size, \$5.95 each; 2 for \$11.60.**



Wax Plant



Date Palm



Christmas Cactus



Stapelia



HOUSE PLANTS

BEEFSTEAK BEGONIA

A low spreading Begonia, with circular leaves, red beneath and dark glossy green above. Bears dainty coral-red flowers. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

WAX PLANT

Umbels of fragrant, waxy-white flowers with pink centers, produced in succession. Shining, succulent, dark green foliage. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

BIRD-OF-PARADISE

Strelitzia Reginae. Festooned with reds, yellows, blues and oranges, rivaling the jungle bird of the same name and exotic nature. Its flower seems alive and ready to speak, and its broad, tropical foliage is charmingly decorative. \$1.50 each; 3 for \$3.85.

DATE PALM

This attractive Pigmy Date Palm reaches a height of from two to three feet. It is a very desirable plant from an ornamental standpoint, and in addition, it will produce edible fruit right in your own living room. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

WATERMELON BEGONIA

Another highly decorative plant. The thick, waxy-like leaves are distinctly variegated white and green, and appear to be powdered with frosted silver. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

CHRISTMAS CACTUS

Most popular of all flowering Cactus. Large showy blooms. Will do well under most adverse conditions and will bloom profusely year after year. Must have a sunny window to bloom. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

STAPELIA

(Starfish). A branching succulent plant from Africa, somewhat resembling a Cactus. Produces star-shaped flowers, 2" across, spotted yellow and brown. Attractive and a great curiosity. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.

REX BEGONIA

(Not illustrated.) A plant grown entirely for the beauty of its foliage. The variegated leaves are striped, veined and ruffled, giving a charming effect unequalled by any other house plant. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95.



Beefsteak Begonia



Bird-of-Paradise



Watermelon Begonia

D-X AERO SPRAY

Keep your house plants healthy and beautiful with D-X Aero Spray. This low-pressure aerosol sprayer makes it easy to kill aphids, spider mites, thrips, mealy bugs, white fly and other insects. Just press the lever — and spray! No fuss — no muss! Contains pyrethrum, rotenone and piperonyl cyclonene. 10-oz. spray can. \$1.65, 2 for \$2.98. Postpaid.



OLD GLORY COLLECTION NO. 71

3 AFRICAN VIOLETS
1 Red, 1 White, 1 Blue **\$2.69**
(\$3.00 Value) for only **Postpaid**

10%
DISCOUNT
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Kellogg's Famous Rock-Garden Collections

We Ship Only The Finest Plants For Rock Gardens

COLLECTION NO. 72

10 top-quality plants, as-sorted (less than 35c ea.) **\$3.49**

COLLECTION NO. 74

50 top-quality plants, as-sorted (less than 26c ea.) **\$12.95**

COLLECTION NO. 73

20 top-quality plants, as-sorted (less than 31c ea.) **\$6.19**

COLLECTION NO. 75

100 top-quality plants, as-sorted (less than 22c ea.) **\$21.95**

Fascinating New Carnation-Type AZALEAMUMS

FRIVOLOUS MAID

New 1958 Introduction. One of the finest carnation-type Azaleamums we have been able to produce to date. The petals are a deep reddish bronze, with a tint of yellow on the outer edges, giving this new introduction a marvelous contrast of color. The plant grows to about 15 inches in height, and with a spread of 15 to 18 inches. Hardy, healthy and long lived. It makes a perfect mound of bloom, which completely covers the plant. **\$1.25 each; 3 for \$3.45; 6 for \$6.30; 12 for \$11.40, postpaid.**

CARNATION QUEEN

A gorgeous plant covered with flowers in shades of rose-pink, deeper at the edges and lighter at the base of the petals. The beautiful golden yellow center blends harmoniously with the outer petals, which are deeply cut. Carnation Queen grows about 18 inches tall, with a 15 to 18-inch spread. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

SNOW FAIRY

Our choice of all the white Azaleamums we have hybridized. It produces an abundance of carnation-type, very full-petaled flowers with a very small golden eye. Snow Fairy is excellent for cutting and blends well with the other carnation-type Azaleamums. Grows 18 to 20 inches tall. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

CARNATION ROSE

Plant Pat. 660. Carnation Rose definitely is in the novelty class, with its carnation-type blooms. The flowers are a little smaller and very double and compact, resembling the petals of a carnation. The color is deep pink with lighter shades on the outer petals. Grows 18 inches tall. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

POT-OF-GOLD

The rich golden yellow flowers of Pot-of-Gold make a show wherever grown. The strong, 18-inch plant will produce plentiful bloom the first year and double that amount the second year. The flowers are packed with short petals, making the plant look like a ball of gold when in full bloom. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**



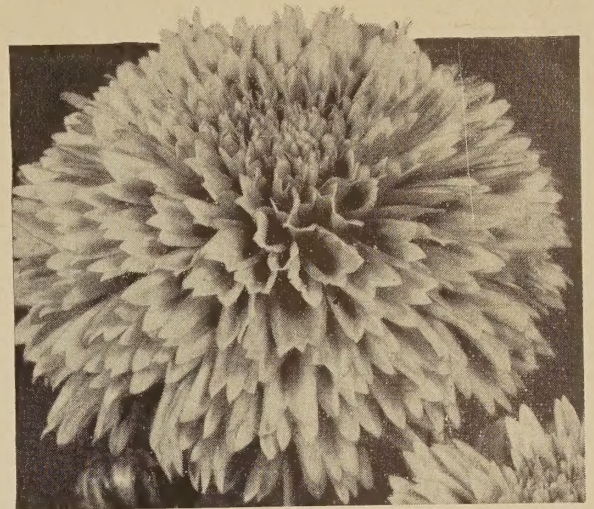
Kellogg's Azaleamum Test Garden

Our Test Garden

In our Azaleamum Test Garden, shown here, we grow several new varieties each year. From them we select the finest representatives, which will eventually be offered for sale through our catalog. Only after being observed over a two-year period by our plant specialists is a new Azaleamum chosen as a potential novelty to be offered to our customers. Our reputation as growers of the highest grade hardy garden Mums has been earned gradually through the years, and we believe the only way we can keep it is through meticulous testing of every new variety.

IMPORTANT

The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. Kellogg Company or its duly authorized licensees.



Carnation Rose

COLLECTION NO. 76

5 CARNATION AZALEAMUMS, 1 each of the varieties listed on the left for only **\$3.95**
Postpaid

COLLECTION NO. 77

10 CARNATION AZALEAMUMS, 2 each of the colorful varieties listed at the left only. **\$7.59**
Postpaid

**10%
DISCOUNT**
on all orders
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AN Eye-ful of Color WITH Azaleamums



Maiden's Dream

WINSOME WITCH

Very showy royal pink color, which blends well with other Azaleamums. About 18 inches tall. Excellent for bouquets. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

JACK-O-LANTERN

Dark rich autumn tones. This plant grows about 18 inches tall and is very free flowering. Fine for cut flowers. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

HALLOWEEN MOON

Another top-notch cut-flower variety. The 18-inch plant produces an abundance of handsome, compact flowers of a rich pink tone. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

MAIDEN'S DREAM

This wonderful Azaleamum produces a profusion of flowers of a very rich peach color, with yellowish tones at the center. Grows 18 to 24 inches in height and 18 to 24 inches wide. Sturdy and healthy, like all of the family, they will give you many seasons of enjoyment. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

SUMMER GOLD

Plant Pat. 598. A very gay, brilliant gold Azaleamum giving hundreds of these exciting golden flowers the first season. This plant grows 12 to 15 inches tall and 20 inches broad, making it one of the finest for borders, beds and edgings. Fresh and clean looking, they are ideal for bouquets. **\$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.**

COLLECTION NO. 78

25 AZALEAMUMS, 1 each of all varieties listed on pages 15 & 16. A \$20.00 value for only **\$16.95**
Postpaid

COLLECTION NO. 79

10 AZALEAMUMS, 1 each of the varieties listed on this page for only **\$7.59**
Postpaid

COLLECTION NO. 80

5 AZALEAMUMS, 1 each of the five varieties listed above for only **\$3.95**
Postpaid

A BUSHEL OF BEAUTY 600 BLOOMS OR MORE PER PLANT

CHERRI WINK New 1958 Introduction

The colorful plant provides an abundance of outstanding, bright red flowers, some of which have a light yellow touch in the very center giving a marvelous contrasting color. Cherri Wink grows to approximately 30 inches high and 30 inches across. \$1.25 each; 3 for \$3.45; 6 for \$6.30; 12 for \$11.40, postpaid.

QUEEN ELIZABETH

This anemone-type Azaleamum produces plentiful flowers of rich pink, shading to lavender in cool weather, with a distinct golden anemone center. 18 inches tall. Excellent cut flowers. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

PRINCESS

Plant Pat. 711. Words can hardly describe the beauty of this plant when it is in full bloom, for it's just a mound of mauve-pink flowers shading to rust. Grows to 12 inches tall. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

PINK DREAM

Plant Pat. 865. A lovely low-growing Azaleamum with soft silvery pink flowers. Flowers have a soft velvety texture and the center is touched with a little yellow. Grows about 12 inches high. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

NUGGET

The color is a clear lemon-yellow, not affected by hot weather. The blooms come early and last until severe winter weather. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

BLAZING RED

When the blooms first appear, they are a beautiful bronze color, changing to a blazing red. This good bright red holds until frost. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.

RED FIESTA

An outstanding red Azaleamum of perfect shape, with glossy dark green foliage and handsome dark red flowers. It grows 15 to 18 inches tall. \$1.00 each; 3 for \$2.85; 6 for \$5.40; 12 for \$9.95, postpaid.



AZALEAMUM FOOD K-A-F

Feed Azaleamums regularly with exactly the kind of nourishment they need. This specially prepared, highly concentrated formula is easily and completely soluble in water. One tablespoonful of K-A-F dissolved in a gallon of water is enough to feed six Azaleamum plants for a week; 12 ounces will nourish six plants all season. 12-oz. unit \$1.25; 24-oz. unit \$2.00; 36-oz. unit \$2.75.

AZALEAMUM SPRAY K-A-S

Azaleamums are healthy, but they are subject to attacks by insects and fungus, like other plants. Be safe and spray regularly with K-A-S, a special formula developed by our experts. Compounded of Lindane, Rotenone and Ferban, it assures your plants of maximum health. Just 4 oz. protects six Azaleamums all season. 4-oz. unit \$1.25; 8-oz. unit \$2.00; 12-oz. unit \$2.75. COMBINATION OFFER: One 12-oz. unit K.A.F and one 4-oz. unit K-A-S. A \$2.50 value only

\$2.00
Postpaid

COLLECTION NO. 81

7 AZALEAMUMS, 1 each of the seven varieties above, including Cherri Wink. for only

\$5.59
Postpaid

COLLECTION NO. 82

12 AZALEAMUMS, includes Collection 76 and Collection 81. The finest Azaleamums. For only

\$8.49
Postpaid

COLLECTION NO. 83

15 AZALEAMUMS, 1 each of all Azaleamums listed on this page. A beautiful collection. For only

\$9.95
Postpaid

COLLECTION NO. 84

8 AZALEAMUMS, 1 each of the colorful varieties listed below at the special price of **\$4.95** only

Postpaid

SUMMER SUNSET

Plant Pat. 561. Produces masses of flowers of rich apricot to light orange, taking on shades of buff which gradually change to deep rose or coral with traces of mauve. Healthy plants growing 15 inches tall.

SWEETHEART

Sweetheart blooms early and profusely, giving a super-abundance of beautiful bright warm shining pink flowers the very first season. One of the prettiest and finest of all pink Azaleamums. 15 inches tall.

TAM-O-SHANTER

The first flowers in autumn weather give a two-tone bronze effect and later when the nights are cooler the color changes to orange. Flowers are not so double as some, but show a neat button center.

QUEEN ANNE

A very charming anemone-type white Azaleamum with loosely arranged, frilly petals and big, bright yellow center. Planted among other varieties, it emphasizes color contrasts very sharply. 18 inches tall.

Any of the above Azaleamums

• 16 • 75c each; 3 for \$2.15; 6 for \$3.95; 12 for \$7.49, postpaid.

WILL-O-THE-WISP

Delicate two-tone effect. The color is a soft lavender, shading to pink and white, with rich yellow center. Flowers are of medium size, with rounded petal tips. Grows to about 12 inches.

WITCHES GOLD

Masses and masses of showy, rich golden yellow flowers, somewhat shaggy in form, with broad petals. In the clear bright sunlight they shine like a gold-piece. Grows about 18 inches tall and 30 inches wide.

RED WITCH

Deep glowing burgundy-red, a favorite color, with a touch of gold at the center of the flower. Blooms are very plentiful and actually overlap on the plant. A bushy grower about 18 inches in height.

HONEY CHILE

Plant Pat. 871. Masses of 1½-in., very rich magnolia-purple flowers, giving the effect of dark pink. Holds color very well. A low compact grower, about 12 inches high; early blooming.

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